



Department of Parks
Seneca Park Zoo
Monroe County, New York

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Zoo Opens Chase-Pitkin Butterfly Experience Exhibit

Rochester, NY- June 29, 2004 – Today Monroe County's Seneca Park Zoo opened an interactive butterfly exhibit made possible thanks to generous donations from Chase-Pitkin Home & Garden, CIBER, Inc. and Penguin Pix.

Visitors enter this netted exhibit, which showcases a beautiful garden filled with several species of butterflies. The exhibit is complete with a stream and touch screen displays that explain butterfly anatomy, life cycles and their importance to our environment.

Seneca Park Zoo is a founding member of the national Butterfly Conservation Initiative (BFCI). BFCI is a cooperative effort among U.S. zoos to try to preserve butterfly habitats, specifically of Monarchs and the Karner Blue, New York State's only endangered butterfly.

Dr. Jeff Wyatt stated, "The public is always fascinated to learn that not only are butterflies beautiful to look at, but they are important to our environment. Seneca Park Zoo is committed to conservation efforts for animals of all sizes, big and small."

Learn how you can impact nature by planting a garden in your own backyard. This exhibit will teach you the basics about the flowers and plants that butterflies rely on for food and reproduction. More information about butterfly gardening and Seneca Park Zoo's efforts to conservation can be found at . **Visit the zoo today to experience the *Chase-Pitkin Butterfly Experience*!**

Seneca Park Zoo is open 10 a.m. until 5 p.m. everyday (zoo grounds are open until 6 p.m.). Admission prices: \$5.00 – ages 12-62, \$4.00 – age 63+, \$2.00 – ages 3-11 and FREE for ages 2 and younger. Zoo membership entitles you to free admission and many other benefits, so become a zoo member today!

Seneca Park Zoo is owned and operated by Monroe County. The Seneca Park Zoo Society is a not-for-profit organization which has, since 1957, provided education, fundraising, special events and public relations support to Monroe County's Seneca Park Zoo. The zoo is open 364* days each year and is located at 2222 St. Paul St., one half mile north of Route 104. For information on Seneca Park Zoo Society membership or other programs, please call (585) 467-WILD (9453) or visit our website at .

*The zoo is closed the first Saturday in June for Zoobilation (the zoo's largest fundraising event)!

